

REMARKS

I. The Status of All Claims

The Board sustained the rejections of Claims 34 and 46. The applicant hereby cancels claims 34 and 46.

II. Relevant Portion of the Panel's Opinion

The Board reversed the rejections of claims 24-31, 36-43, 48, and 49. In reversing the rejections of claims 24-31, 36-43, 48, and 49, the panel stated that:

With regard to the rejections under 35 U.S.C. 103, we will not sustain these rejections because each of the independent claims 24, 36, 48, and 49 includes limitations similar to those in claims 28 and 40, i.e., transactions involving multiple separate entities, wherein there is transmission from the a consumer to a retailer website, transmission from the retailer website to a remote website, and transmission from the remote website to the retailer website, of a list of manufacturer incentives. Finally, the retailer web site transmits to the consumer a list of these incentives. {Decision page 9 lines 10.}

Accordingly, the applicant presents a method claim and a system claim commensurate in scope with and mirroring the wording in the panel's description of the independent claimed inventions. These new claims are claims 50 and 51. Since these claims are essentially identical in scope to the panel's description of applicant's claimed invention, they are allowable over the art cited by the examiner for the same reasons applying to the appealed claims. Therefore, no new issues are raised. Accordingly, the examiner should enter and allow these claims when passing this application to issuance.

III. Closure

Should the examiner have any questions, he is urged to contact the undersigned at 703-415-0012.

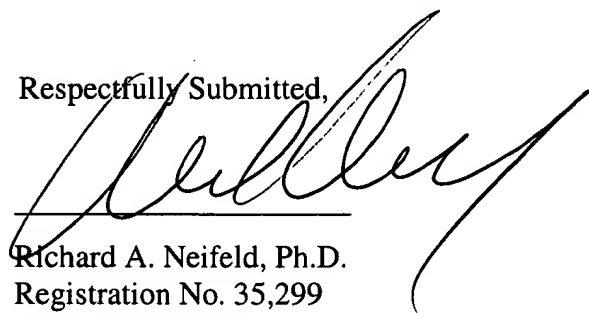
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Date

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PATENT TRADEMARK OFFICE

Respectfully Submitted,


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